

ORDER



Orders	Order / Rev:	167859
	Alt Order #:	06859851
	Product Desc:	E PAULSEN 4 CONGRESS
	Estimate:	
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	09/28/12 / 11/02/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Strategic Media Services
	Buying Contact:	
	Billing Contact:	
		3299 K St NW Ste 200
		Washington, DC 20007-4415

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Paulsen for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	62	\$32,200.00	\$27,370.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	62	\$32,200.00	\$27,370.00	0.00
Totals	62	\$32,200.00	\$27,370.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$32,200.00
Market	100%	\$161,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	32%	\$51,520.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	48%	\$77,280.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/01/12	11/04/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	---T--S	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T--S		2		\$1,350.00		0.00					
E 2	M	11/05/12	11/05/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	M-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @ 10P															

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Paulsen for Congress
 Product Desc: E PAULSEN 4 CONGRESS
 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	11/05/12	11/05/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	M-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,350.00		0.00			
E 3	M	10/31/12	11/02/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	--WTF--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
NEWS 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$400.00		0.00			
E 4	M	11/05/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00
NEWS 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
E 5	M	10/31/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$550.00		0.00			
E 6	M	11/05/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					3	\$550.00		0.00			
E 7	M	10/31/12	11/02/12	M-F GMA M-F GMA	CM	7-9a	--WTF--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$500.00		0.00			
E 8	M	11/05/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$500.00		0.00			
E 9	M	10/31/12	11/02/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					4	\$250.00		0.00			
E 10	M	11/05/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$250.00		0.00			
E 11	M	10/31/12	11/02/12	M-F 3-4p Twin Cities Live	CM	3-4p	--WTF--	:30	3	\$175.00	3	0.00	NM	3	\$525.00
TWIN CITIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$175.00		0.00			
E 12	M	11/05/12	11/05/12	M-F 3-4p Twin Cities Live	CM	3-4p	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TWIN CITIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$175.00		0.00			
E 13	M	10/31/12	11/02/12	M-F 4-430p Millionaire	CM	4-430p	--WTF--	:30	3	\$250.00	3	0.00	NM	1	\$250.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$250.00		0.00			

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Estimate:	

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	M	10/31/12	11/02/12	M-F 4-430p Millionaire	CM	4-430p	--WTF--	:30	3	\$250.00	3	0.00	NM	1	\$250.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3		\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	M	10/29/12-11/04/12		M-F 4-430p				4-430p		--WThF----	:30	(\$250.00)	0.00	NM	
Credited															
3	M	10/29/12-11/04/12		M-F 4-430p				4-430p		--WThF----	:30	(\$250.00)	0.00	NM	
Credited															
E 14	M	11/05/12	11/05/12	M-F 4-430p Millionaire	CM	4-430p	M-----	:30	1	\$250.00	3	0.00	NM	0	\$0.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1		\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	M	11/05/12-11/11/12		M-F 4-430p				4-430p		M-----	:30	(\$250.00)	0.00	NM	
Credited															
E 15	M	10/31/12	11/02/12	M-F 430-5p News 430p News	CM	430-5p	--WTF--	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3		\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	M	10/29/12-11/04/12		M-F 430-5p News				430-5p		--WThF----	:30	\$400.00	0.00	NM	
2	M	10/29/12-11/04/12		M-F 430-5p News				430-5p		--WThF----	:30	\$400.00	0.00	NM	
3	M	10/29/12-11/04/12		M-F 430-5p News				430-5p		--WThF----	:30	\$400.00	0.00	NM	
E 16	M	11/05/12	11/05/12	M-F 430-5p News 430p News	CM	430-5p	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1		\$400.00		0.00			
E 17	M	10/31/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3		\$700.00		0.00			
E 18	M	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1		\$700.00		0.00			
E 19	M	10/31/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	--WTF--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3		\$1,100.00		0.00			
E 20	M	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1		\$1,100.00		0.00			
E 21	M	10/31/12	11/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	--WTF--	:30	3	\$1,050.00	2	0.00	NM	3	\$3,150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--				3		\$1,050.00		0.00			
E 22	M	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															

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 Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	M	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,050.00		0.00				
E 23	M	11/03/12	11/03/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS SAT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$250.00		0.00				
E 24	M	11/03/12	11/03/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$425.00	3	0.00	NM	0	\$0.00
GM SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$425.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		SA GMA		7-8a	-----Sa--	:30		(\$425.00)		0.00	NM		
Credited															
E 25	M	11/03/12	11/03/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
NEWS SAT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$325.00		0.00				
E 26	M	11/03/12	11/03/12	Sa 6-630p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
EVE NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$425.00		0.00				
E 27	M	11/04/12	11/04/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	2	\$225.00	3	0.00	NM	2	\$450.00
NEWS SUN 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			2		\$225.00		0.00				
E 28	M	11/04/12	11/04/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$550.00	3	0.00	NM	0	\$0.00
GM SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$550.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		SU GMA		7-8a	-----Su	:30		(\$550.00)		0.00	NM		
Credited															
E 29	M	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00
NEWS SUN 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$475.00		0.00				
N 31	M	11/04/12	11/04/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----S	:30	2	\$225.00	3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			2		\$225.00		0.00				
N 32	M	10/31/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	1	\$550.00	2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WTF--			1		\$550.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	--WThF----	:30		\$550.00		0.00	NM		
spot simulcast on KSTP-TV and KSTC-TV															
N 33	M	11/01/12	11/02/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	---TF--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N33	M	11/01/12	11/02/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	---TF--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			1		\$400.00		0.00				
N34	M	11/01/12	11/02/12	M-F 430-5a News M-F 430-5a News	CM	430-5a	---TF--	:30	1	\$75.00	3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			1		\$75.00		0.00				
N35	M	11/01/12	11/02/12	M-F Midday News M-F Midday News	CM	11a-12p	---TF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			1		\$250.00		0.00				
N36	M	11/02/12	11/02/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$500.00		0.00				
N37	M	11/05/12	11/06/12	M-F 430-5a News M-F 430-5a News	CM	430-5a	MT-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			1		\$250.00		0.00				
													Totals	62	\$32,200.00